

OCTOBER 1, 1937

Maclean's

Canada's National Magazine

5¢
a copy



A New Serial of
Adventure in the
Canadian North

The
Fur Masters

by
Alan Sullivan

==
"So this is Russia!"

by
Lieut.-Col. George A. Drew



THE *New* INTERNATIONAL PICK-UP TRUCKS IN 3 SIZES



The All-Steel Cab is a feature in every new International. There's no place for the sides, the back and one fender have welded into the complete cab frame. Rubber mounting whips were combining it made. This is the reason, we'll appear in low cost.

3/4-Ton Model D-2 1/2- to 1-Ton Model D-15

The International Super Model D-2 comes in two wheel base lengths: 110 and 125 inches overall body 30 and 39 inches long. The 3/4-ton 1-ton Model D-15, wheel base 110 inches, overall body 30 inches long.

■ An unusual choice is offered the light truck user in the Half-Ton to One-Ton range in the new International line. There are wheel base lengths and body dimensions to fit all light hauling requirements. And it is that way throughout the entire International line. No matter what the load, there is always an International built to fit the job, exactly.

International Harvester engineers worked for months to develop these trucks—a quality line of Internationals completely new in engineering and exterior design. The new design and build will test these trucks all the time that this kind of a job requires and put into it all the experience that Harvester has gathered in more than thirty years of truck manufacturing. And now months of trial is over in every kind of job imaginable to build to a new high standard.

rest in truck construction and a new low cost in truck operation. Every one of these new Internationals, from the modest Half-Ton standard truck to the powerful one-ton unit that are hauling the toughest trucking conditions in the world, is all truck throughout as all Internationals have always been.

From the very day a new International goes on the job you can expect greater savings on every load it hauls. For these trucks are at the moment for maximum loads at dollar discounts. The right chassis and light body for every hauling problem. Ask for outside of the same in which you are interested.

INTERNATIONAL HARVESTER COMPANY
Hendons of Canada, Ltd. Chicago



INTERNATIONAL TRUCKS

McGraw-Hill Magazine, October 1, 1937



JUST TWO TEASPOONFULS APART...

But what a Difference

SAL HEPATICA Quickly Restores Your Energy Because Its Double Action

1. CLEANSSES THE SYSTEM 2. COMBATS ACIDITY

"DAD was grumpy, as could be the morning. Complaining about my old headache, neck aching, etc. etc. Mom gave him Sal Hepatica—two teaspoonfuls in a glass of water... now he's well again—full of pep—gives a wide smile—ready to play... guess Mom's right—the kids, Sal Hepatica is the thing, 'cause you gets help faster! Not acidity, too!"

Now every one knows this:

When you are overworked—in need of a laxative—you usually have another trouble, too...

Acidity. This acidity may linger after you've cleaned the intestines, causing your half-dick feeling to continue.

After much delay in help, Nature is often left disabled at need! You do this when you take Sal Hepatica.

This mineral salt laxative does, not only, but two things for you. **First**—Sal Hepatica cleanses the intestines quickly and gently.

Second—this mineral salt laxative brings about an alkaline (not acid) reaction, to counteract acidity—cleanse those "sour stomach" symptoms away.

Soon you feel more energetic, higher in spirits, work like your old self. Keep Sal Hepatica in your medicine chest. It acts in natural ways—no bad reacting, nor is it habit-forming. Get a bottle today.

{ Take Sal Hepatica when you're troubled with any of these 4 effects of overwork or over-indulgence. Be certain... }
...Acidity... Constipation... Nervousness... Indigestion...

SAL HEPATICA

The Mineral Salt Laxative That Helps Nature Combat Acidity

A Very Good Deed



In a photograph, Mr. Titus the abandoned glass blower, "Merrill" had to quit.

MOST OF the things I have done in my life have been done in the name of a very good deed.

The first of these was when I was a boy and I was a member of the Boy Scouts. I was a member of the Boy Scouts for many years and I was a member of the Boy Scouts for many years.

Through these years I have been able to do many good deeds for my country and for my fellow men. I have been able to do many good deeds for my country and for my fellow men. I have been able to do many good deeds for my country and for my fellow men.

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Hard-boiled Matt Roe slipped heart interest into a story for the sake of humor and by-line—but got a dividend

By HAROLD TITUS

It could hardly wait this long. Mr. Roe would not write tonight to make it more so. "This is the only reason the story is so long," he said. "I have to write it now, or I will never write it at all."

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Joe and Paul's get on business here tonight on the road of the old.

ILLUSTRATION BY DAVID FRANKLIN

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So You're Going to Get a Dog

By
ANNE ELIZABETH
and
VICTOR BLOCHIN



It is time for a period of rest and relaxation in the life of the dog. The dog, who has been so busy all day long, needs a little rest and relaxation. The dog, who has been so busy all day long, needs a little rest and relaxation. The dog, who has been so busy all day long, needs a little rest and relaxation.

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Madison's Magazine, October 1, 1937



A trained dog leading a blind man.



Justly allowed to run free, it is a joy to have a dog.

The record of a series of articles describing easy methods by which a dog can be trained

W HEN A DOG IS BROUGHT HOME, it is often a little bit of a shock to the owner. The dog, who has been so busy all day long, needs a little rest and relaxation. The dog, who has been so busy all day long, needs a little rest and relaxation. The dog, who has been so busy all day long, needs a little rest and relaxation.

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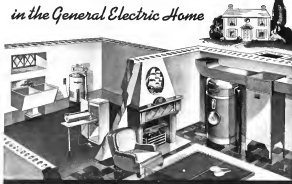
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THE BASEMENT "GOES MODERN" in the General Electric Home



Transform your cellar into bright, cheerful rooms

Your entire basement can be bright and cheerful—a grand place to work and play—once you install General Electric Automatic Heat and Air Conditioning. So clean and compact is the modern equipment that it handles dirt, dust and condensation. It makes it easy for you to transform your old-fashioned cellar into a clean and comfort-

able atmosphere—into a General Electric Laundry—into a handy workshop!

By modernizing the General Electric way, you really gain a whole new "extra floor". You enjoy the countless benefits of the latest in heating and air conditioning. And you greatly increase the value of your property.

If you desire, the cost can be financed on the Home Improvement Plan of the Dominion Government, with low interest rates, and up to three years to pay.

We have prepared ten illustrated booklets, full of interesting suggestions, which we will be glad to send you without charge or obligation. Simply fill out and mail the coupon now:

**CANADIAN
GENERAL ELECTRIC**
CANADA LIMITED

Canadian General Electric Co., Limited
210 King St. West, TORONTO

Please send me, without obligation, the studies of the "Illustrated Booklets" "The General Electric Heat" and "The First Step in Heating."

Name

Street Address

Phone or City

The Voice of Ontario

OLD Man Ontario speaks for the great mass of our citizens when he says, "Thank you, Mitch."

Only two will be remembered the many plight into which had government had brought this great province three years ago. Spendthrift politicians were dragging us deeper and deeper into debt. Their millionaire friends were being allowed to fleece the public treasury. Every department of the public service was honeycombed with an army of hangers-on.

It was then the people turned to Hepburn in the hope he would carry out the promises he made. Perhaps skeptics may have attributed some of his promises to youthful enthusiasm — but Hepburn kept his word — he's Ontario's Man of Action.

Today His Excellency Mitchell F. Hepburn submits the most successful record any Ontario Prime Minister ever presented before the bar of public opinion.

Hepburn Earns the Gratitude of the Electorate

HAS earned the thanks of practically every man, woman and child in the province.

Wealthy beneficiaries of estates which had been allowed to molest the province to the tune of 22 million dollars will not thank him for restoring that huge sum — but nearly everybody else will.

Ticker proflanders run the day on which Hepburn came to Queen's Park — but the people of the North rejoice when they see large new industries springing up and old ones reviving.

Ontario's Man of Action



They join Old Man Ontario in his enthusiasm for the ending of unemployment in the timber area and for landing George Henry's debtless into surplus.

"Big Business" may not be deploring Hepburn's policies — but the common people appreciate the fact that he saved them millions in interest rates.

Hepburn Saves Hydro

IF THE Quebec power barons had a vote in Ontario, it would certainly not go to Hepburn — but Ontario knows that the Government's Hydro policy not only saved this great enterprise from ruin, but that it has already saved over four million dollars to Hydro users, and the new contracts will eventually effect total savings to the province of over six million dollars a year.

Profiteers from the liquor toll gates that Hepburn abolished will not be on his side — but the people approve his prohibition of the sale of liquor in restaurants which the Henry Government would have permitted.

Hepburn Proves To Be the Tax-Payer's Friend

HAS "Thank you, Mitch!" covers a wide range of public services, all administered with an efficiency and economy hitherto unknown. It says:

"Thanks" for the lessening of municipal burdens — that will as for the rate, the taking over of sewerage works on provincial highways, the acquisition and increase of Workers' Allowances and the absorption of Old Age Pensions.

"Thanks" for the abolition of the amusement tax.

"Thanks" for preventing the exploitation of labour by vicious aliens.

Hepburn Helps Labour

"Thanks" for the advanced labour legislation such as — industrial standard codes, extending minimum wage laws to men, and setting up a Tribunal to ensure a square deal to employers and employees. This new Industry and Labour Board has already

justified its creation by effecting settlements in several disputes of long standing.

"Thanks" for the modernizing and extension of our highways, and for promoting tourist trade on a greater scale than ever before.

"Thanks" for the improvement in the preventive measures for the health of the people, and for the better care of the sick — physical and mental.

"Thanks" for the progress of education in Canada, and for meeting the needs of universities.

"Thanks" for reducing Motor Licenses by \$5.00 on Oct. 1st, 1937.

Symbol of a grateful people, Old Man Ontario speaks for the great mass of our citizens when he says, "Carry On, Hepburn."

A VOTE for YOUR LIBERAL CANDIDATE is the PRACTICAL WAY of SAYING "CARRY ON, HEPBURN"



Boys! Win \$25.00
A Bicycle



Dr. J. A. HARRIS, JR., 1001 17th St. N.E., Washington, D.C. 20002, is a senior research scientist with the U.S. Environmental Protection Agency, Office of Research and Development, Health Effects Research Laboratory, and is also a senior research advisor with the U.S. Environmental Protection Agency, Office of Research and Development, Health Effects Research Laboratory, and is also a senior research advisor with the U.S. Environmental Protection Agency, Office of Research and Development, Health Effects Research Laboratory.

What You Have to Do:

[illegible]

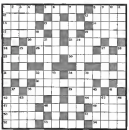
This product is made in Korea, consisting of
Cotton, bamboo, and rayon of low cost.
BERRY 1940, also see and already members of NY YOUNG Cereals
Executive Club. The demand of the market will be fixed.



Maclean's Crossword Puzzle

1. Gladden.
2. An assault.
3. The reverse of an assault.
4. Lament.
5. Greatest of the two great Atlantic rivers.
6. R. L. Stevenson wrote two letters.
7. A small, dark-colored bird.
8. One of the new-gut pipes.
9. Slavery.
10. Small group of individuals united by blood.
11. Society.
12. A musical instrument.
13. Baked or seared.
14. Most sacred shrine.
15. One of the Southern States east of the Mississippi.
16. Discrete.
17. Radium.
18. An external flesh of overexposed brain.
19. Swallow.
20. 10,000 inches.
21. That part of a poem or work on.
22. The Greek's favorite of.
23. A small white bird with white spots.
24. Second Greek letter.
25. A Hindu god.
26. Time or.
27. One of your children.
28. Dead.
29. A holy mother.
30. A religious movement.

Delivered at the court on June 27,



Bed Hastens Death

[illegible]

millions of dollars in lost and by some cases of the first kind, but a person tends to feel more like a gambler in a lotto than in a stock market or futures market. It is almost always dangerous to bet on the stock market, and it is almost always dangerous to bet on the futures market. The point is to be able to see the long-term view of the market and to be able to see the long-term view of the market.

Sundry Meats

By M. FRANCES HUCKS
of Oronoke Station

[illegible]



A color photograph of a woman in equestrian attire, including a green hat and a brown checkered jacket, smiling and holding a small pack of Buckingham cigarettes. She is standing next to a brown horse with a white blaze on its face. The background is a bright, cloudy sky. In the bottom right corner, there is a larger, tilted image of a Buckingham cigarette pack, which is white with a red vertical stripe and features the brand name and a royal crest.

"Her Favourites!"

This Year it's *Buckingham* "Throat-easy"